

## Message Text

UNCLASSIFIED

PAGE 01 QUITO 02121 312343Z  
ACTION ARA-10

INFO OCT-01 ISO-00 EB-08 /019 W  
-----012025Z 112634 /46

R 312121Z MAR 77  
FM AMEMBASSY QUITO  
TO SECSTATE WASHDC 3738  
USDOC WASHDC  
INFO AMCONSUL GUAYAQUIL

UNCLAS QUITO 2121

E.O. 11652: N/A  
TAGS: BEXP, EC  
SUBJECT: COMMERCIAL PROGRAM: FOREIGN BUYER PROGRAM

REF: STATE 045849

1. EFFORTS MADE BY EMBASSY QUITO TO PROMOTE ECUADOREAN ATTENDANCE AT U.S. TRADE SHOWS HAVE USUALLY BEEN MADE IN CONJUNCTION WITH OTHER INITIATIVES UNDER THE CCP. FOR EXAMPLE, VISITS TO LOCAL BUSINESSMEN, IN ORDER TO INDUCE THEM TO ATTEND A PARTICULAR SHOW, HAVE USUALLY BEEN MADE BY OUR MARKET ANALYSIS UNIT (MAU) MEMBER IN THE COURSE OF VISITS TO OBTAIN, FROM THE SAME LOCAL PARTIES, INFORMATION FOR MARKET STUDIES, TRADE OPPORTUNITY REPORTS AND OTHER OBJECTIVES OF THE CCP. U.S. TRADE SHOWS ARE ALSO BROUGHT TO THE ATTENTION OF APPROPRIATE LOCAL BUSINESSMEN WHO COME INTO THE EMBASSY FOR ASSISTANCE AND ARE PUBLICIZED IN THE POST'S COMMERCIAL BULLETIN. IN SHORT, THE EFFORTS INVOLVED IN PROMOTING A FOREIGN BUYERS GROUP HAVE NORMALLY INVOLVED ONLY A SLIGHT INCREMENT ABOVE AND BEYOND ACTIVITIES UNDERTAKEN ROUTINELY OR IN CONNECTION WITH THE CCP.

2. WHILE THESE EFFORTS HAVE IMPOSED NO SEVERE WORKLOADS FOR THE POST, THEY HAVE ADDED UP TO CONSIDERABLE DISSEMI-  
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NATION OF PUBLICITY TO APPROPRIATE LOCAL PARTIES FOR EACH TRADE SHOW WE HAVE DEEMED TO BE WORTH PROMOTING UNDER THE CCP. NEVERTHELESS, WE CANNOT CLAIM ANY INORDINATE SUCCESS IN PERSUADING LOCAL PARTIES TO ATTEND U.S. TRADE SHOWS. WE HAVE NO FIRM DATA AVAILABLE, BUT OUR IMPRESSION IS THAT ONLY RARELY HAVE OUR FBG EFFORTS GENERATED APPRECIABLE INCREMENTAL U.S. SALES.

3. VIEWING THE ABOVE TWO CONSIDERATIONS JOINTLY--ON THE ONE HAND, THE SCANT ADDITIONAL EFFORT REQUIRED TO PROMOTE ATTENDANCE AT U.S. TRADE SHOWS; AND ON THE OTHER HAND, THE USUALLY SCANT INCREMENTAL-SALES BENEFITS ATTAINED--OUR ASSESSMENT IS THAT THE POSSIBLE CURTAILMENT OF THE PROGRAM WOULD HAVE MINIMAL ADVERSE EFFECT ON MEETING OUR CCP'S OBJECTIVES, BUT ALSO WOULD HAVE MINIMAL BENEFICIAL IMPACT IN REDUCING OUR WORKLOAD.

4. AT THE BOTTOM LINE, OUR FEELING IS THAT THE FOREIGN BUYERS PROGRAM SHOULD NOT (REPEAT NOT) BE CURTAILED, BECAUSE, LIKE CHICKEN SOUP, IT CAN'T HURT AND IN SOME CASES MIGHT YET HELP CONSIDERABLY.  
BLOOMFIELD

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## Message Attributes

**Automatic Decaptioning:** X  
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**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Type:** TE  
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**Review Markings:**  
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